

REMARKS

Claims 48-52 are pending in the application. Claims 48-52 are subject to restriction or election. Claim 52 is canceled without prejudice herein. No new matter is added with the amendments herein.

Petition For Extension Of Time

A Petition For Extension Of Time Under 37 CFR 1.136(a) is submitted herewith along with the appropriate fee amount for a one (1) month extension.

Election/Restrictions

The Examiner states that restriction to one of the following inventions is required under 35 U.S.C. 121:

Invention I: Claims 48-51, drawn to using a mobile device in a brick and mortar store to select products and automate the transaction, classified in class 705, subclass 26.

Invention II: Claim 52, drawn to making a purchase online using stored information from a plurality of merchants, classified in class 705, subclass 26.

In response to the restriction requirement, Applicants elect Invention I with traverse. Claims 48-51 encompass elected Invention I. Applicants herein cancel claim 52 from consideration without prejudice.

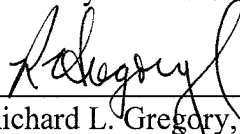
If in the opinion of Examiner Fadok a telephone conference would expedite the prosecution of the subject application, or if there are any issues that remain to be resolved prior to allowance of the claims, Examiner Fadok is encouraged to call Rick Gregory at (408) 342-1900.

Authorization to Charge Deposit Account

The Commissioner is authorized to charge any additional fees which may be required in connection with this Amendment, including petition fees and extension of time fees, to Deposit Account Number 503616 (Attorney Docket Number IPHD.P007).

Date: March 27, 2008

Respectfully submitted,
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